



WCPO

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## ORDER

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Flight Dates 10/02/12-11/06/12

Contract / Revision 302962 /

Original Date / Revision  
10/23/12 10/23/12

Advertiser DSCC IE

Agency Great American Media

Buying Contact

1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007

Product

Issue. DSCC IE 10.2.12-11.6.12

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1370 - 10.2-11.6.12 OH

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Daniel Baylog     | 100%   |            |          |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          |        |
| UNKWN             | 100%       |        |
| WBQC              | %          |        |
| WCET              | %          |        |
| WCVN              | %          |        |
| WKON              | %          |        |
| WKRC              | %          |        |
| WLWT              | %          |        |
| WPTO              | %          |        |
| WSTR              | %          |        |
| WXIX              | %          |        |

## Order Totals

## Billing Plan

| Month         | # of Spots | Net Amount   | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount   | Gross Amount |
|---------------|------------|--------------|--------------|--------|------------|----------|---------|--------------|--------------|
| October 2012  | 158        | \$128,902.50 | \$151,650.00 | 0.00   | 10/01/12   | 10/28/12 | 158     | \$128,902.50 | \$151,650.00 |
| November 2012 | 71         | \$65,407.50  | \$76,950.00  | 0.00   | 10/29/12   | 11/06/12 | 71      | \$65,407.50  | \$76,950.00  |
| Totals        | 229        | \$194,310.00 | \$228,600.00 | 0.00   |            |          |         |              |              |

| Ln | Ch    | Start             | End             | Inventory Code                 | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Totals<br>Spots Amount |            |
|----|-------|-------------------|-----------------|--------------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|------------------------|------------|
| 1  | WCPO  | 10/02/12          | 11/06/12        | M-F GMTS 5-6a<br>M-F GMTS 5-6a | CM    | 5-6a              | MTWTF-- | :30 | 2     | \$225.00    | P-2 | 0.00          | NM   | 17                     | \$3,825.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |                        |            |
|    | Week: | 10/01/12          | 10/07/12        | - TWTF--                       |       | 2                 |         |     |       | \$225.00    |     | 0.00          |      |                        |            |
|    | Week: | 10/08/12          | 10/14/12        | - TWTF--                       |       | 2                 |         |     |       | \$225.00    |     | 0.00          |      |                        |            |
|    | Week: | 10/15/12          | 10/21/12        | - TWTF--                       |       | 4                 |         |     |       | \$225.00    |     | 0.00          |      |                        |            |
|    | Week: | 10/22/12          | 10/28/12        | - TWTF--                       |       | 4                 |         |     |       | \$225.00    |     | 0.00          |      |                        |            |
|    | Week: | 10/29/12          | 11/04/12        | - TWTF--                       |       | 4                 |         |     |       | \$225.00    |     | 0.00          |      |                        |            |
|    | Week: | 11/05/12          | 11/11/12        | M-----                         |       | 1                 |         |     |       | \$225.00    |     | 0.00          |      |                        |            |
| 2  | WCPO  | 10/09/12          | 11/06/12        | M-F GMTS 6-7a<br>M-F GMTS 6-7a | CM    | 6-7a              | MTWTF-- | :30 | 4     | \$600.00    | P-2 | 0.00          | NM   | 9                      | \$5,400.00 |



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Contract / Revision 302962 Flight Dates 10/02/12-11/06/12

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser DSCC IE

Product Issue. DSCC IE 10.2.12-11.6.12 OH

|    |      |                   |                 |                                |       |                |         |     |                   |             |     |               | Totals |            |
|----|------|-------------------|-----------------|--------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|------------|
| Ln | Ch   | Start             | End             | Inventory Code                 | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg Type      | Spots  | Amount     |
| 2  | WCPO | 10/09/12          | 11/06/12        | M-F GMTS 6-7a<br>M-F GMTS 6-7a | CM    | 6-7a           | MTWTF-- | :30 | 4                 | \$600.00    | P-2 | 0.00 NM       | 9      | \$5,400.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
|    |      | Week: 10/08/12    | 10/14/12        | -----                          |       |                |         |     | 0                 | \$0.00      |     | 0.00          |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | -----                          |       |                |         |     | 0                 | \$0.00      |     | 0.00          |        |            |
|    |      | Week: 10/22/12    | 10/28/12        | -TWTF--                        |       |                |         |     | 4                 | \$600.00    |     | 0.00          |        |            |
|    |      | Week: 10/29/12    | 11/04/12        | -TWTF--                        |       |                |         |     | 3                 | \$600.00    |     | 0.00          |        |            |
|    |      | Week: 11/05/12    | 11/11/12        | MT-----                        |       |                |         |     | 2                 | \$600.00    |     | 0.00          |        |            |
| 3  | WCPO | 10/02/12          | 11/06/12        | M-F GMA 7-9am<br>M-F GMA 7-9am | CM    | 7-9a           | MTWTF-- | :30 | 4                 | \$600.00    | P-2 | 0.00 NM       | 5      | \$3,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
|    |      | Week: 10/01/12    | 10/07/12        | -TWTF--                        |       |                |         |     | 2                 | \$600.00    |     | 0.00          |        |            |
|    |      | Week: 10/08/12    | 10/14/12        | -TWTF--                        |       |                |         |     | 1                 | \$600.00    |     | 0.00          |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | -----                          |       |                |         |     | 0                 | \$0.00      |     | 0.00          |        |            |
|    |      | Week: 10/22/12    | 10/28/12        | -----                          |       |                |         |     | 0                 | \$0.00      |     | 0.00          |        |            |
|    |      | Week: 10/29/12    | 11/04/12        | -----                          |       |                |         |     | 0                 | \$0.00      |     | 0.00          |        |            |
|    |      | Week: 11/05/12    | 11/11/12        | MT-----                        |       |                |         |     | 2                 | \$600.00    |     | 0.00          |        |            |
| 4  | WCPO | 10/02/12          | 11/06/12        | SA 5-6am<br>SA 5-6am           | CM    | 5-6a           | -----S- | :30 | 1                 | \$150.00    | P-2 | 0.00 NM       | 3      | \$450.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
|    |      | Week: 10/01/12    | 10/07/12        | -----S-                        |       |                |         |     | 1                 | \$150.00    |     | 0.00          |        |            |
|    |      | Week: 10/08/12    | 10/14/12        | -----                          |       |                |         |     | 0                 | \$0.00      |     | 0.00          |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | -----                          |       |                |         |     | 0                 | \$0.00      |     | 0.00          |        |            |
|    |      | Week: 10/22/12    | 10/28/12        | -----S-                        |       |                |         |     | 1                 | \$150.00    |     | 0.00          |        |            |
|    |      | Week: 10/29/12    | 11/04/12        | -----S-                        |       |                |         |     | 1                 | \$150.00    |     | 0.00          |        |            |
|    |      | Week: 11/05/12    | 11/11/12        | -----                          |       |                |         |     | 0                 | \$0.00      |     | 0.00          |        |            |
| 5  | WCPO | 10/02/12          | 11/06/12        | SA 6-7am<br>SA 6-7am           | CM    | 6-7a           | -----S- | :30 | 1                 | \$250.00    | P-2 | 0.00 NM       | 4      | \$1,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
|    |      | Week: 10/01/12    | 10/07/12        | -----S-                        |       |                |         |     | 1                 | \$250.00    |     | 0.00          |        |            |
|    |      | Week: 10/08/12    | 10/14/12        | -----                          |       |                |         |     | 0                 | \$0.00      |     | 0.00          |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | -----S-                        |       |                |         |     | 1                 | \$250.00    |     | 0.00          |        |            |
|    |      | Week: 10/22/12    | 10/28/12        | -----S-                        |       |                |         |     | 1                 | \$250.00    |     | 0.00          |        |            |
|    |      | Week: 10/29/12    | 11/04/12        | -----S-                        |       |                |         |     | 1                 | \$250.00    |     | 0.00          |        |            |
|    |      | Week: 11/05/12    | 11/11/12        | -----                          |       |                |         |     | 0                 | \$0.00      |     | 0.00          |        |            |
| 6  | WCPO | 10/02/12          | 11/06/12        | SA GMA 7-8a<br>SA GMA 7-8a     | CM    | 7-8a           | -----S- | :30 | 1                 | \$375.00    | P-2 | 0.00 NM       | 5      | \$1,875.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
|    |      | Week: 10/01/12    | 10/07/12        | -----S-                        |       |                |         |     | 1                 | \$375.00    |     | 0.00          |        |            |
|    |      | Week: 10/08/12    | 10/14/12        | -----S-                        |       |                |         |     | 1                 | \$375.00    |     | 0.00          |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | -----S-                        |       |                |         |     | 1                 | \$375.00    |     | 0.00          |        |            |
|    |      | Week: 10/22/12    | 10/28/12        | -----S-                        |       |                |         |     | 1                 | \$375.00    |     | 0.00          |        |            |
|    |      | Week: 10/29/12    | 11/04/12        | -----S-                        |       |                |         |     | 1                 | \$375.00    |     | 0.00          |        |            |
|    |      | Week: 11/05/12    | 11/11/12        | -----                          |       |                |         |     | 0                 | \$0.00      |     | 0.00          |        |            |
| 7  | WCPO | 10/02/12          | 11/06/12        | SA GMTS 8-9a<br>SA GMTS 8-9a   | CM    | 8-9a           | -----S- | :30 | 1                 | \$400.00    | P-2 | 0.00 NM       | 6      | \$2,400.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
|    |      | Week: 10/01/12    | 10/07/12        | -----S-                        |       |                |         |     | 2                 | \$400.00    |     | 0.00          |        |            |
|    |      | Week: 10/08/12    | 10/14/12        | -----S-                        |       |                |         |     | 1                 | \$400.00    |     | 0.00          |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | -----S-                        |       |                |         |     | 1                 | \$400.00    |     | 0.00          |        |            |
|    |      | Week: 10/22/12    | 10/28/12        | -----S-                        |       |                |         |     | 1                 | \$400.00    |     | 0.00          |        |            |
|    |      | Week: 10/29/12    | 11/04/12        | -----S-                        |       |                |         |     | 1                 | \$400.00    |     | 0.00          |        |            |
|    |      | Week: 11/05/12    | 11/11/12        | -----                          |       |                |         |     | 0                 | \$0.00      |     | 0.00          |        |            |
| 8  | WCPO | 10/21/12          | 11/04/12        | SU 5-6am<br>SU 5-6am           | CM    | 5-6a           | -----S  | :30 | 1                 | \$150.00    | P-2 | 0.00 NM       | 2      | \$300.00   |



WCPO

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Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser **DSCC IE**Product **Issue. DSCC IE 10.2.12-11.6.12** Estimate # **1370 - 10.2-11.6.12 OH**

|    |      |                   |                 |  |       |                |         |     |                   |             |     |               |      | Totals |            |
|----|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| Ln | Ch   | Start             | End             | Inventory Code                           | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots  | Amount     |
| 8  | WCPO | 10/21/12          | 11/04/12        | SU 5-6am<br>SU 5-6am                     | CM    | 5-6a           | -----S  | :30 | 1                 | \$150.00    | P-2 | 0.00          | NM   | 2      | \$300.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | -----                                    |       |                |         |     | 0                 | \$0.00      |     | 0.00          |      |        |            |
|    |      | Week: 10/22/12    | 10/28/12        | -----S                                   |       |                |         |     | 1                 | \$150.00    |     | 0.00          |      |        |            |
|    |      | Week: 10/29/12    | 11/04/12        | -----S                                   |       |                |         |     | 1                 | \$150.00    |     | 0.00          |      |        |            |
| 9  | WCPO | 10/02/12          | 11/06/12        | SU 6-7am<br>SU 6-7am                     | CM    | 6-7a           | -----S  | :30 | 1                 | \$250.00    | P-2 | 0.00          | NM   | 5      | \$1,250.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/01/12    | 10/07/12        | -----S                                   |       |                |         |     | 1                 | \$250.00    |     | 0.00          |      |        |            |
|    |      | Week: 10/08/12    | 10/14/12        | -----S                                   |       |                |         |     | 1                 | \$250.00    |     | 0.00          |      |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | -----S                                   |       |                |         |     | 1                 | \$250.00    |     | 0.00          |      |        |            |
|    |      | Week: 10/22/12    | 10/28/12        | -----S                                   |       |                |         |     | 1                 | \$250.00    |     | 0.00          |      |        |            |
|    |      | Week: 10/29/12    | 11/04/12        | -----S                                   |       |                |         |     | 1                 | \$250.00    |     | 0.00          |      |        |            |
|    |      | Week: 11/05/12    | 11/11/12        | -----                                    |       |                |         |     | 0                 | \$0.00      |     | 0.00          |      |        |            |
| 10 | WCPO | 10/02/12          | 11/06/12        | SU GMA 7-8a<br>SU GMA 7-8a               | CM    | 7-8a           | -----S  | :30 | 1                 | \$375.00    | P-2 | 0.00          | NM   | 5      | \$1,875.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/01/12    | 10/07/12        | -----S                                   |       |                |         |     | 1                 | \$375.00    |     | 0.00          |      |        |            |
|    |      | Week: 10/08/12    | 10/14/12        | -----S                                   |       |                |         |     | 1                 | \$375.00    |     | 0.00          |      |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | -----S                                   |       |                |         |     | 1                 | \$375.00    |     | 0.00          |      |        |            |
|    |      | Week: 10/22/12    | 10/28/12        | -----S                                   |       |                |         |     | 1                 | \$375.00    |     | 0.00          |      |        |            |
|    |      | Week: 10/29/12    | 11/04/12        | -----S                                   |       |                |         |     | 1                 | \$375.00    |     | 0.00          |      |        |            |
|    |      | Week: 11/05/12    | 11/11/12        | -----                                    |       |                |         |     | 0                 | \$0.00      |     | 0.00          |      |        |            |
| 11 | WCPO | 10/02/12          | 11/06/12        | SU GMTS 8-9a<br>SU GMTS 8-9a             | CM    | 8-9a           | -----S  | :30 | 1                 | \$400.00    | P-2 | 0.00          | NM   | 6      | \$2,400.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/01/12    | 10/07/12        | -----S                                   |       |                |         |     | 2                 | \$400.00    |     | 0.00          |      |        |            |
|    |      | Week: 10/08/12    | 10/14/12        | -----S                                   |       |                |         |     | 1                 | \$400.00    |     | 0.00          |      |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | -----S                                   |       |                |         |     | 1                 | \$400.00    |     | 0.00          |      |        |            |
|    |      | Week: 10/22/12    | 10/28/12        | -----S                                   |       |                |         |     | 1                 | \$400.00    |     | 0.00          |      |        |            |
|    |      | Week: 10/29/12    | 11/04/12        | -----S                                   |       |                |         |     | 1                 | \$400.00    |     | 0.00          |      |        |            |
|    |      | Week: 11/05/12    | 11/11/12        | -----                                    |       |                |         |     | 0                 | \$0.00      |     | 0.00          |      |        |            |
| 12 | WCPO | 10/02/12          | 11/06/12        | M-F 9-10a<br>Live with Regis and Kelly   | CM    | M-F 9-10a      | MTWTF-- | :30 | 3                 | \$400.00    | P-2 | 0.00          | NM   | 13     | \$5,200.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/01/12    | 10/07/12        | -TWTF--                                  |       |                |         |     | 3                 | \$400.00    |     | 0.00          |      |        |            |
|    |      | Week: 10/08/12    | 10/14/12        | -----                                    |       |                |         |     | 0                 | \$0.00      |     | 0.00          |      |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | -----                                    |       |                |         |     | 0                 | \$0.00      |     | 0.00          |      |        |            |
|    |      | Week: 10/22/12    | 10/28/12        | MTWTF--                                  |       |                |         |     | 5                 | \$400.00    |     | 0.00          |      |        |            |
|    |      | Week: 10/29/12    | 11/04/12        | -TWTF--                                  |       |                |         |     | 4                 | \$400.00    |     | 0.00          |      |        |            |
|    |      | Week: 11/05/12    | 11/11/12        | -T-----                                  |       |                |         |     | 1                 | \$400.00    |     | 0.00          |      |        |            |
| 13 | WCPO | 10/02/12          | 11/06/12        | M-F 10-11a Right This Morn<br>M-F 10-11a | CM    | 10-11a         | MTWTF-- | :30 | 2                 | \$250.00    | P-2 | 0.00          | NM   | 14     | \$3,500.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/01/12    | 10/07/12        | -TWTF--                                  |       |                |         |     | 2                 | \$250.00    |     | 0.00          |      |        |            |
|    |      | Week: 10/08/12    | 10/14/12        | -TWTF--                                  |       |                |         |     | 2                 | \$250.00    |     | 0.00          |      |        |            |
|    |      | Week: 10/15/12    | 10/21/12        | -TWTF--                                  |       |                |         |     | 3                 | \$250.00    |     | 0.00          |      |        |            |
|    |      | Week: 10/22/12    | 10/28/12        | -TWTF--                                  |       |                |         |     | 3                 | \$250.00    |     | 0.00          |      |        |            |
|    |      | Week: 10/29/12    | 11/04/12        | -TWTF--                                  |       |                |         |     | 3                 | \$250.00    |     | 0.00          |      |        |            |
|    |      | Week: 11/05/12    | 11/11/12        | M-----                                   |       |                |         |     | 1                 | \$250.00    |     | 0.00          |      |        |            |
| 14 | WCPO | 10/02/12          | 11/06/12        | M-F 11a-12p<br>M-F 11a-12p               | CM    | 11a-12p        | MTWTF-- | :30 | 3                 | \$600.00    | P-2 | 0.00          | NM   | 4      | \$2,400.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    |      | Week: 10/01/12    | 10/07/12        | -TWTF--                                  |       |                |         |     | 3                 | \$600.00    |     | 0.00          |      |        |            |



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Contract / Revision 302962 Flight Dates 10/02/12-11/06/12

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser DSCC IE

Product Issue. DSCC IE 10.2.12-11.6.12 OH

|    |      |                   |                 |                                    |       |                |         |     |                   |             |     |               |      | Totals |             |
|----|------|-------------------|-----------------|------------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| Ln | Ch   | Start             | End             | Inventory Code                     | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots  | Amount      |
| 14 | WCPO | 10/02/12          | 11/06/12        | M-F 11a-12p<br>M-F 11a-12p         | CM    | 11a-12p        | MTWTF-- | :30 | 3                 | \$600.00    | P-2 | 0.00          | NM   | 4      | \$2,400.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|    |      | Week: 10/08/12    | 10/14/12        | -----                              |       |                |         |     | 0                 | \$0.00      |     | 0.00          |      |        |             |
|    |      | Week: 10/15/12    | 10/21/12        | -----                              |       |                |         |     | 0                 | \$0.00      |     | 0.00          |      |        |             |
|    |      | Week: 10/22/12    | 10/28/12        | -----                              |       |                |         |     | 0                 | \$0.00      |     | 0.00          |      |        |             |
|    |      | Week: 10/29/12    | 11/04/12        | -----                              |       |                |         |     | 0                 | \$0.00      |     | 0.00          |      |        |             |
|    |      | Week: 11/05/12    | 11/11/12        | MT-----                            |       |                |         |     | 1                 | \$600.00    |     | 0.00          |      |        |             |
| 15 | WCPO | 10/02/12          | 11/06/12        | M-F 12-1p News<br>M-F 12-1p News   | CM    | 12-1p          | MTWTF-- | :30 | 2                 | \$750.00    | P-2 | 0.00          | NM   | 12     | \$9,000.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|    |      | Week: 10/01/12    | 10/07/12        | -TWTF--                            |       |                |         |     | 2                 | \$750.00    |     | 0.00          |      |        |             |
|    |      | Week: 10/08/12    | 10/14/12        | -TWTF--                            |       |                |         |     | 2                 | \$750.00    |     | 0.00          |      |        |             |
|    |      | Week: 10/15/12    | 10/21/12        | -TWTF--                            |       |                |         |     | 2                 | \$750.00    |     | 0.00          |      |        |             |
|    |      | Week: 10/22/12    | 10/28/12        | -TWTF--                            |       |                |         |     | 2                 | \$750.00    |     | 0.00          |      |        |             |
|    |      | Week: 10/29/12    | 11/04/12        | -TWTF--                            |       |                |         |     | 3                 | \$750.00    |     | 0.00          |      |        |             |
|    |      | Week: 11/05/12    | 11/11/12        | M-----                             |       |                |         |     | 1                 | \$750.00    |     | 0.00          |      |        |             |
| 16 | WCPO | 10/02/12          | 11/06/12        | M-F 1-2p<br>M-F 1-2p               | CM    | 1258-2p        | MTWTF-- | :30 | 2                 | \$700.00    | P-3 | 0.00          | NM   | 4      | \$2,800.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|    |      | Week: 10/01/12    | 10/07/12        | -TWTF--                            |       |                |         |     | 2                 | \$700.00    |     | 0.00          |      |        |             |
|    |      | Week: 10/08/12    | 10/14/12        | -----                              |       |                |         |     | 0                 | \$0.00      |     | 0.00          |      |        |             |
|    |      | Week: 10/15/12    | 10/21/12        | -----                              |       |                |         |     | 0                 | \$0.00      |     | 0.00          |      |        |             |
|    |      | Week: 10/22/12    | 10/28/12        | -----                              |       |                |         |     | 0                 | \$0.00      |     | 0.00          |      |        |             |
|    |      | Week: 10/29/12    | 11/04/12        | -TWTF--                            |       |                |         |     | 2                 | \$700.00    |     | 0.00          |      |        |             |
|    |      | Week: 11/05/12    | 11/11/12        | -----                              |       |                |         |     | 0                 | \$0.00      |     | 0.00          |      |        |             |
| 18 | WCPO | 10/02/12          | 11/06/12        | SU 9-10a<br>SU9-10a                | CM    | 9-10a          | -----S  | :30 | 1                 | \$800.00    | P-8 | 0.00          | NM   | 5      | \$4,000.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|    |      | Week: 10/01/12    | 10/07/12        | -----S                             |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |             |
|    |      | Week: 10/08/12    | 10/14/12        | -----S                             |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |             |
|    |      | Week: 10/15/12    | 10/21/12        | -----S                             |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |             |
|    |      | Week: 10/22/12    | 10/28/12        | -----S                             |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |             |
|    |      | Week: 10/29/12    | 11/04/12        | -----S                             |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |             |
|    |      | Week: 11/05/12    | 11/11/12        | -----                              |       |                |         |     | 0                 | \$0.00      |     | 0.00          |      |        |             |
| 19 | WCPO | 10/02/12          | 11/06/12        | M-F 3-4p<br>M-F 3-4p               | CM    | 3-4p           | MTWTF-- | :30 | 2                 | \$650.00    | P-2 | 0.00          | NM   | 8      | \$5,200.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|    |      | Week: 10/01/12    | 10/07/12        | -TWTF--                            |       |                |         |     | 2                 | \$650.00    |     | 0.00          |      |        |             |
|    |      | Week: 10/08/12    | 10/14/12        | -----                              |       |                |         |     | 0                 | \$0.00      |     | 0.00          |      |        |             |
|    |      | Week: 10/15/12    | 10/21/12        | -----                              |       |                |         |     | 0                 | \$0.00      |     | 0.00          |      |        |             |
|    |      | Week: 10/22/12    | 10/28/12        | -TWTF--                            |       |                |         |     | 3                 | \$650.00    |     | 0.00          |      |        |             |
|    |      | Week: 10/29/12    | 11/04/12        | -TWTF--                            |       |                |         |     | 2                 | \$650.00    |     | 0.00          |      |        |             |
|    |      | Week: 11/05/12    | 11/11/12        | M-----                             |       |                |         |     | 1                 | \$650.00    |     | 0.00          |      |        |             |
| 20 | WCPO | 10/16/12          | 11/05/12        | M-F 4-5p Ellen<br>M-F 4-5p Ellen   | CM    | 358-5p         | MTWTF-- | :30 | 2                 | \$1,500.00  | P-2 | 0.00          | NM   | 6      | \$9,000.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|    |      | Week: 10/15/12    | 10/21/12        | -TWTF--                            |       |                |         |     | 2                 | \$1,500.00  |     | 0.00          |      |        |             |
|    |      | Week: 10/22/12    | 10/28/12        | -TWTF--                            |       |                |         |     | 2                 | \$1,500.00  |     | 0.00          |      |        |             |
|    |      | Week: 10/29/12    | 11/04/12        | -TWTF--                            |       |                |         |     | 2                 | \$1,500.00  |     | 0.00          |      |        |             |
|    |      | Week: 11/05/12    | 11/11/12        | -----                              |       |                |         |     | 0                 | \$0.00      |     | 0.00          |      |        |             |
| 21 | WCPO | 10/02/12          | 11/06/12        | M-F 5-530p News<br>M-F 5-530p News | CM    | 5-530p         | MTWTF-- | :30 | 2                 | \$1,300.00  | P-3 | 0.00          | NM   | 11     | \$14,300.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|    |      | Week: 10/01/12    | 10/07/12        | -TWTF--                            |       |                |         |     | 1                 | \$1,300.00  |     | 0.00          |      |        |             |



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Contract / Revision 302962 Flight Dates 10/02/12-11/06/12

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser DSCC IE

Product Issue. DSCC IE 10.2.12-11.6.12 OH

| Ln | Ch   | Start             | End             | Inventory Code                         | Break | Start/End Time              | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |             |
|----|------|-------------------|-----------------|--|-------|-----------------------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
|    |      |                   |                 |  |       |                             |         |     |                   |             |     |               |      | Spots  | Amount      |
| 21 | WCPO | 10/02/12          | 11/06/12        | M-F 5-530p News<br>M-F 5-530p News     | CM    | 5-530p                      | MTWTF-- | :30 | 2                 | \$1,300.00  | P-3 | 0.00          | NM   | 11     | \$14,300.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|    |      | Week: 10/08/12    | 10/14/12        | - TWTF--                               |       |                             |         |     | 2                 | \$1,300.00  |     | 0.00          |      |        |             |
|    |      | Week: 10/15/12    | 10/21/12        | - TWTF--                               |       |                             |         |     | 2                 | \$1,300.00  |     | 0.00          |      |        |             |
|    |      | Week: 10/22/12    | 10/28/12        | - TWTF--                               |       |                             |         |     | 3                 | \$1,300.00  |     | 0.00          |      |        |             |
|    |      | Week: 10/29/12    | 11/04/12        | - TWTF--                               |       |                             |         |     | 2                 | \$1,300.00  |     | 0.00          |      |        |             |
|    |      | Week: 11/05/12    | 11/11/12        | M-----                                 |       |                             |         |     | 1                 | \$1,300.00  |     | 0.00          |      |        |             |
| 22 | WCPO | 10/02/12          | 11/06/12        | M-F 530-6p News<br>M-F 530-6p News     | CM    | 528-6p                      | MTWTF-- | :30 | 2                 | \$1,300.00  | P-3 | 0.00          | NM   | 6      | \$7,800.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|    |      | Week: 10/01/12    | 10/07/12        | - TWTF--                               |       |                             |         |     | 1                 | \$1,300.00  |     | 0.00          |      |        |             |
|    |      | Week: 10/08/12    | 10/14/12        | - TWTF--                               |       |                             |         |     | 1                 | \$1,300.00  |     | 0.00          |      |        |             |
|    |      | Week: 10/15/12    | 10/21/12        | - TWTF--                               |       |                             |         |     | 2                 | \$1,300.00  |     | 0.00          |      |        |             |
|    |      | Week: 10/22/12    | 10/28/12        | -----                                  |       |                             |         |     | 0                 | \$0.00      |     | 0.00          |      |        |             |
|    |      | Week: 10/29/12    | 11/04/12        | MTWTF--                                |       |                             |         |     | 1                 | \$1,300.00  |     | 0.00          |      |        |             |
|    |      | Week: 11/05/12    | 11/11/12        | M-----                                 |       |                             |         |     | 1                 | \$1,300.00  |     | 0.00          |      |        |             |
| 23 | WCPO | 10/02/12          | 11/06/12        | M-F 6-630p News<br>M-F 6-630p News     | CM    | 558-630p                    | MTWTF-- | :30 | 2                 | \$1,500.00  | P-2 | 0.00          | NM   | 11     | \$16,500.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|    |      | Week: 10/01/12    | 10/07/12        | - TWTF--                               |       |                             |         |     | 2                 | \$1,500.00  |     | 0.00          |      |        |             |
|    |      | Week: 10/08/12    | 10/14/12        | - TWTF--                               |       |                             |         |     | 1                 | \$1,500.00  |     | 0.00          |      |        |             |
|    |      | Week: 10/15/12    | 10/21/12        | - TWTF--                               |       |                             |         |     | 2                 | \$1,500.00  |     | 0.00          |      |        |             |
|    |      | Week: 10/22/12    | 10/28/12        | - TWTF--                               |       |                             |         |     | 3                 | \$1,500.00  |     | 0.00          |      |        |             |
|    |      | Week: 10/29/12    | 11/04/12        | - TWTF--                               |       |                             |         |     | 2                 | \$1,500.00  |     | 0.00          |      |        |             |
|    |      | Week: 11/05/12    | 11/11/12        | M-----                                 |       |                             |         |     | 1                 | \$1,500.00  |     | 0.00          |      |        |             |
| 24 | WCPO | 10/02/12          | 11/06/12        | SU 6-7p News<br>SU 6-7p News           | CM    | 558-7p<br>(5:58 PM-6:30 PM) | -----S  | :30 | 1                 | \$1,000.00  | P-2 | 0.00          | NM   | 5      | \$5,000.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|    |      | Week: 10/01/12    | 10/07/12        | -----S                                 |       |                             |         |     | 1                 | \$1,000.00  |     | 0.00          |      |        |             |
|    |      | Week: 10/08/12    | 10/14/12        | -----S                                 |       |                             |         |     | 1                 | \$1,000.00  |     | 0.00          |      |        |             |
|    |      | Week: 10/15/12    | 10/21/12        | -----S                                 |       |                             |         |     | 1                 | \$1,000.00  |     | 0.00          |      |        |             |
|    |      | Week: 10/22/12    | 10/28/12        | -----S                                 |       |                             |         |     | 1                 | \$1,000.00  |     | 0.00          |      |        |             |
|    |      | Week: 10/29/12    | 11/04/12        | -----S                                 |       |                             |         |     | 1                 | \$1,000.00  |     | 0.00          |      |        |             |
|    |      | Week: 11/05/12    | 11/11/12        | -----                                  |       |                             |         |     | 0                 | \$0.00      |     | 0.00          |      |        |             |
| 25 | WCPO | 10/02/12          | 11/06/12        | M-F 7-730p<br>7-730p The List          | CM    | M-F 7-730p                  | MTWTF-- | :30 | 2                 | \$800.00    | P-2 | 0.00          | NM   | 6      | \$4,800.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|    |      | Week: 10/01/12    | 10/07/12        | - TWTF--                               |       |                             |         |     | 2                 | \$800.00    |     | 0.00          |      |        |             |
|    |      | Week: 10/08/12    | 10/14/12        | -----                                  |       |                             |         |     | 0                 | \$0.00      |     | 0.00          |      |        |             |
|    |      | Week: 10/15/12    | 10/21/12        | -----                                  |       |                             |         |     | 0                 | \$0.00      |     | 0.00          |      |        |             |
|    |      | Week: 10/22/12    | 10/28/12        | - TWTF--                               |       |                             |         |     | 2                 | \$800.00    |     | 0.00          |      |        |             |
|    |      | Week: 10/29/12    | 11/04/12        | - TWTF--                               |       |                             |         |     | 1                 | \$800.00    |     | 0.00          |      |        |             |
|    |      | Week: 11/05/12    | 11/11/12        | M-----                                 |       |                             |         |     | 1                 | \$800.00    |     | 0.00          |      |        |             |
| 26 | WCPO | 10/02/12          | 11/06/12        | M-F 730-8p<br>730-8p Let's Ask America | CM    | M-F 730-8p                  | MTWTF-- | :30 | 2                 | \$800.00    | P-2 | 0.00          | NM   | 6      | \$4,800.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|    |      | Week: 10/01/12    | 10/07/12        | - TWTF--                               |       |                             |         |     | 2                 | \$800.00    |     | 0.00          |      |        |             |
|    |      | Week: 10/08/12    | 10/14/12        | -----                                  |       |                             |         |     | 0                 | \$0.00      |     | 0.00          |      |        |             |
|    |      | Week: 10/15/12    | 10/21/12        | -----                                  |       |                             |         |     | 0                 | \$0.00      |     | 0.00          |      |        |             |
|    |      | Week: 10/22/12    | 10/28/12        | - TWTF--                               |       |                             |         |     | 2                 | \$800.00    |     | 0.00          |      |        |             |
|    |      | Week: 10/29/12    | 11/04/12        | - TWTF--                               |       |                             |         |     | 1                 | \$800.00    |     | 0.00          |      |        |             |
|    |      | Week: 11/05/12    | 11/11/12        | M-----                                 |       |                             |         |     | 1                 | \$800.00    |     | 0.00          |      |        |             |
| 27 | WCPO | 10/02/12          | 11/06/12        | SA 7-730p<br>SA7-730P                  | CM    | 658-730p                    | -----S- | :30 | 1                 | \$500.00    | P-3 | 0.00          | NM   | 6      | \$2,900.00  |



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Contract / Revision 302962 Flight Dates 10/02/12-11/06/12

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser DSCC IE

Product Issue. DSCC IE 10.2.12-11.6.12 Estimate # 1370 - 10.2-11.6.12 OH

|             |  |                   |                 |                                    |       |                       |                 |               |       |                       |     |                 | Totals |             |
|-------------|--|-------------------|-----------------|------------------------------------|-------|-----------------------|-----------------|---------------|-------|-----------------------|-----|-----------------|--------|-------------|
| Ln          | Ch                                       | Start             | End             | Inventory Code                     | Break | Start/End Time        | Days            | Len           | Spots | Rate                  | Pri | Rtg Type        | Spots  | Amount      |
| 27          | WCPO                                     | 10/02/12          | 11/06/12        | SA 7-730p<br>SA7-730P              | CM    | 658-730p              | -----S-         | :30           | 1     | \$500.00              | P-3 | 0.00 NM         | 6      | \$2,900.00  |
|             |  | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u>   |        |             |
|             | Week:                                    | 10/01/12          | 10/07/12        | -----S-                            |       | 1                     |                 |               |       | \$500.00              |     | 0.00            |        |             |
|             | Week:                                    | 10/08/12          | 10/14/12        | -----S-                            |       | 1                     |                 |               |       | \$500.00              |     | 0.00            |        |             |
| <u>Spot</u> | <u>Ch</u>                                | <u>Date Range</u> |                 | <u>Description</u>                 |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u>           |     | <u>Rtg Type</u> |        |             |
| 2           | WCPO                                     | 10/08/12-10/14/12 |                 | SA 7-730p                          |       | 658-730p              | -----Sa--       | :30           |       | <del>(\$500.00)</del> |     | 0.00 NM         |        |             |
|             | See MG 27.6,27.7<br>[N/A PGM CHG NASCAR] |                   |                 |                                    |       |                       |                 |               |       |                       |     |                 |        |             |
| 6           | WCPO                                     | 10/06/12-10/06/12 |                 | SA 7-730p                          |       | 658-730p              | -----Sa--       | :30           |       | \$500.00              |     | 0.00 NM         |        |             |
|             | Ⓜ MG for 27.2,28.2                       |                   |                 |                                    |       |                       |                 |               |       |                       |     |                 |        |             |
| 7           | WCPO                                     | 10/06/12-10/06/12 |                 | SA 730-8p                          |       | 730-758p              | -----Sa--       | :30           |       | \$400.00              |     | 0.00 NM         |        |             |
|             | Ⓜ MG for 27.2,28.2                       |                   |                 |                                    |       |                       |                 |               |       |                       |     |                 |        |             |
|             | Week:                                    | 10/15/12          | 10/21/12        | -----S-                            |       | 1                     |                 |               |       | \$500.00              |     | 0.00            |        |             |
|             | Week:                                    | 10/22/12          | 10/28/12        | -----S-                            |       | 1                     |                 |               |       | \$500.00              |     | 0.00            |        |             |
|             | Week:                                    | 10/29/12          | 11/04/12        | -----S-                            |       | 1                     |                 |               |       | \$500.00              |     | 0.00            |        |             |
|             | Week:                                    | 11/05/12          | 11/11/12        | -----                              |       | 0                     |                 |               |       | \$0.00                |     | 0.00            |        |             |
| 28          | WCPO                                     | 10/02/12          | 11/06/12        | SA 730-8p<br>SA730-8P              | CM    | 730-758p              | -----S-         | :30           | 1     | \$400.00              | P-3 | 0.00 NM         | 4      | \$1,600.00  |
|             |  | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u>   |        |             |
|             | Week:                                    | 10/01/12          | 10/07/12        | -----S-                            |       | 1                     |                 |               |       | \$400.00              |     | 0.00            |        |             |
|             | Week:                                    | 10/08/12          | 10/14/12        | -----S-                            |       | 1                     |                 |               |       | \$400.00              |     | 0.00            |        |             |
| <u>Spot</u> | <u>Ch</u>                                | <u>Date Range</u> |                 | <u>Description</u>                 |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u>           |     | <u>Rtg Type</u> |        |             |
| 2           | WCPO                                     | 10/08/12-10/14/12 |                 | SA 730-8p                          |       | 730-758p              | -----Sa--       | :30           |       | <del>(\$400.00)</del> |     | 0.00 NM         |        |             |
|             | See MG 27.6,27.7<br>[N/A PGM CHG NASCAR] |                   |                 |                                    |       |                       |                 |               |       |                       |     |                 |        |             |
|             | Week:                                    | 10/15/12          | 10/21/12        | -----S-                            |       | 1                     |                 |               |       | \$400.00              |     | 0.00            |        |             |
|             | Week:                                    | 10/22/12          | 10/28/12        | -----S-                            |       | 1                     |                 |               |       | \$400.00              |     | 0.00            |        |             |
|             | Week:                                    | 10/29/12          | 11/04/12        | -----S-                            |       | 1                     |                 |               |       | \$400.00              |     | 0.00            |        |             |
|             | Week:                                    | 11/05/12          | 11/11/12        | -----                              |       | 0                     |                 |               |       | \$0.00                |     | 0.00            |        |             |
| 29          | WCPO                                     | 10/02/12          | 11/06/12        | M8-10p Dancing<br>M8-10p Dancing   | CM    | 8-10p                 | M-----          | :30           | 1     | \$6,300.00            | P-3 | 0.00 NM         | 4      | \$25,200.00 |
|             |  | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u>   |        |             |
|             | Week:                                    | 10/01/12          | 10/07/12        | -----                              |       | 0                     |                 |               |       | \$0.00                |     | 0.00            |        |             |
|             | Week:                                    | 10/08/12          | 10/14/12        | M-----                             |       | 1                     |                 |               |       | \$6,300.00            |     | 0.00            |        |             |
|             | Week:                                    | 10/15/12          | 10/21/12        | -----                              |       | 0                     |                 |               |       | \$0.00                |     | 0.00            |        |             |
|             | Week:                                    | 10/22/12          | 10/28/12        | M-----                             |       | 1                     |                 |               |       | \$6,300.00            |     | 0.00            |        |             |
|             | Week:                                    | 10/29/12          | 11/04/12        | M-----                             |       | 1                     |                 |               |       | \$6,300.00            |     | 0.00            |        |             |
|             | Week:                                    | 11/05/12          | 11/11/12        | M-----                             |       | 1                     |                 |               |       | \$6,300.00            |     | 0.00            |        |             |
| 30          | WCPO                                     | 10/09/12          | 10/15/12        | Monday Prime C<br>Monday Prime C   | CM    | 10-11p                | M-----          | :30           | 1     | \$4,500.00            | P-2 | 0.00 NM         | 1      | \$4,500.00  |
|             |  | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u>   |        |             |
|             | Week:                                    | 10/08/12          | 10/14/12        | -----                              |       | 0                     |                 |               |       | \$0.00                |     | 0.00            |        |             |
|             | Week:                                    | 10/15/12          | 10/21/12        | M-----                             |       | 1                     |                 |               |       | \$4,500.00            |     | 0.00            |        |             |
| 31          | WCPO                                     | 10/02/12          | 11/06/12        | Tuesday Prime A<br>Tuesday Prime A | CM    | 8-9p                  | -T-----         | :30           | 1     | \$6,300.00            | P-3 | 0.00 NM         | 3      | \$18,900.00 |
|             |  | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u>   |        |             |
|             | Week:                                    | 10/01/12          | 10/07/12        | -----                              |       | 0                     |                 |               |       | \$0.00                |     | 0.00            |        |             |
|             | Week:                                    | 10/08/12          | 10/14/12        | -T-----                            |       | 1                     |                 |               |       | \$6,300.00            |     | 0.00            |        |             |
|             | Week:                                    | 10/15/12          | 10/21/12        | -----                              |       | 0                     |                 |               |       | \$0.00                |     | 0.00            |        |             |
|             | Week:                                    | 10/22/12          | 10/28/12        | -T-----                            |       | 1                     |                 |               |       | \$6,300.00            |     | 0.00            |        |             |
|             | Week:                                    | 10/29/12          | 11/04/12        | -T-----                            |       | 1                     |                 |               |       | \$6,300.00            |     | 0.00            |        |             |
|             | Week:                                    | 11/05/12          | 11/11/12        | -----                              |       | 0                     |                 |               |       | \$0.00                |     | 0.00            |        |             |
| E 32        | WCPO                                     | 10/16/12          | 10/16/12        |                                    | CM    | 10-11p                | -T-----         | :30           | 1     | \$5,000.00            | P-2 | 0.00 NM         | 1      | \$5,000.00  |



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kypost.comContract / Revision **302962** Flight Dates **10/02/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser **DSCC IE**Product **Issue. DSCC IE 10.2.12-11.6.12** Estimate # **1370 - 10.2-11.6.12 OH**

|                                      |           |                   |                 |                          |                   |                       |                 |               |                         |            |             |      |      | Totals |             |
|--------------------------------------|-----------|-------------------|-----------------|--------------------------|-------------------|-----------------------|-----------------|---------------|-------------------------|------------|-------------|------|------|--------|-------------|
| Ln                                   | Ch        | Start             | End             | Inventory Code           | Break             | Start/End Time        | Days            | Len           | Spots                   | Rate       | Pri         | Rtg  | Type | Spots  | Amount      |
|                                      |           |                   |                 | Tuesday Prime C          |                   |                       |                 |               |                         |            |             |      |      |        |             |
|                                      |           |                   |                 | Tuesday Prime C          |                   |                       |                 |               |                         |            |             |      |      |        |             |
|                                      |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |      |        |             |
| Week:                                |           | 10/15/12          | 10/21/12        | -T-----                  | 1                 |                       | \$5,000.00      |               | 0.00                    |            |             |      |      |        |             |
| <u>Spot</u>                          | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>       |                   | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>             | <u>Rtg</u> | <u>Type</u> |      |      |        |             |
| 1                                    | WCPO      | 10/15/12-10/21/12 |                 | Tuesday Prime C          |                   | 10-11p                | -T-----         | :30           | <del>(\$5,000.00)</del> | 0.00       | NM          |      |      |        |             |
| See MG 32.2                          |           |                   |                 |                          |                   |                       |                 |               |                         |            |             |      |      |        |             |
| [program change - Political Debates] |           |                   |                 |                          |                   |                       |                 |               |                         |            |             |      |      |        |             |
| 2                                    | WCPO      | 11/01/12-11/01/12 |                 | CMA Awards               |                   | 7p-12a                | ---Th----       | :30           | <del>(\$5,000.00)</del> | 0.00       | NM          |      |      |        |             |
| See MG 32.3                          |           |                   |                 |                          |                   |                       |                 |               |                         |            |             |      |      |        |             |
| [program is CMA Awards]              |           |                   |                 |                          |                   |                       |                 |               |                         |            |             |      |      |        |             |
| 3                                    | WCPO      | 11/01/12-11/01/12 |                 | CMA Awards               |                   | 7p-12a                | ---Th----       | :30           | \$5,000.00              | 0.00       | NM          |      |      |        |             |
| MG for 32.2 11/01                    |           |                   |                 |                          |                   |                       |                 |               |                         |            |             |      |      |        |             |
| 33                                   | WCPO      | 10/25/12          | 10/25/12        | Thursday Prime B         | CM                | 9-10p                 | ---T---         | :30           | 1                       | \$6,500.00 | P-8         | 0.00 | NM   | 1      | \$6,500.00  |
|                                      |           |                   |                 | Thursday Prime B         |                   |                       |                 |               |                         |            |             |      |      |        |             |
|                                      |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |      |        |             |
| Week:                                |           | 10/22/12          | 10/28/12        | ---T---                  | 1                 |                       | \$6,500.00      |               | 0.00                    |            |             |      |      |        |             |
| 34                                   | WCPO      | 10/02/12          | 11/06/12        | Friday Prime C           | CM                | 10-11p                | ----F--         | :30           | 1                       | \$3,100.00 | P-8         | 0.00 | NM   | 3      | \$9,300.00  |
|                                      |           |                   |                 | Friday Prime C           |                   |                       |                 |               |                         |            |             |      |      |        |             |
|                                      |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |      |        |             |
| Week:                                |           | 10/01/12          | 10/07/12        | ----F--                  | 1                 |                       | \$3,100.00      |               | 0.00                    |            |             |      |      |        |             |
| Week:                                |           | 10/08/12          | 10/14/12        | -----                    | 0                 |                       | \$0.00          |               | 0.00                    |            |             |      |      |        |             |
| Week:                                |           | 10/15/12          | 10/21/12        | -----                    | 0                 |                       | \$0.00          |               | 0.00                    |            |             |      |      |        |             |
| Week:                                |           | 10/22/12          | 10/28/12        | ----F--                  | 1                 |                       | \$3,100.00      |               | 0.00                    |            |             |      |      |        |             |
| Week:                                |           | 10/29/12          | 11/04/12        | ----F--                  | 1                 |                       | \$3,100.00      |               | 0.00                    |            |             |      |      |        |             |
| Week:                                |           | 11/05/12          | 11/11/12        | -----                    | 0                 |                       | \$0.00          |               | 0.00                    |            |             |      |      |        |             |
| 35                                   | WCPO      | 10/02/12          | 11/06/12        | M-SU 11p Late News       | CM                | 11-1135p              | MTWTF--         | :30           | 2                       | \$1,500.00 | P-2         | 0.00 | NM   | 15     | \$22,500.00 |
|                                      |           |                   |                 | M-SU 11p Late News       |                   |                       |                 |               |                         |            |             |      |      |        |             |
|                                      |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |      |        |             |
| Week:                                |           | 10/01/12          | 10/07/12        | -TWTF--                  | 2                 |                       | \$1,500.00      |               | 0.00                    |            |             |      |      |        |             |
| Week:                                |           | 10/08/12          | 10/14/12        | -TWTF--                  | 2                 |                       | \$1,500.00      |               | 0.00                    |            |             |      |      |        |             |
| Week:                                |           | 10/15/12          | 10/21/12        | -TWTF--                  | 3                 |                       | \$1,500.00      |               | 0.00                    |            |             |      |      |        |             |
| Week:                                |           | 10/22/12          | 10/28/12        | -TWTF--                  | 3                 |                       | \$1,500.00      |               | 0.00                    |            |             |      |      |        |             |
| Week:                                |           | 10/29/12          | 11/04/12        | MTWTF--                  | 4                 |                       | \$1,500.00      |               | 0.00                    |            |             |      |      |        |             |
| Week:                                |           | 11/05/12          | 11/11/12        | M-----                   | 1                 |                       | \$1,500.00      |               | 0.00                    |            |             |      |      |        |             |
| 36                                   | WCPO      | 10/02/12          | 11/06/12        | M-SU 11p Late News       | CM                | 11-1135p              | -----S          | :30           | 1                       | \$1,500.00 | P-2         | 0.00 | NM   | 4      | \$6,000.00  |
|                                      |           |                   |                 | M-SU 11p Late News       |                   |                       |                 |               |                         |            |             |      |      |        |             |
|                                      |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |      |        |             |
| Week:                                |           | 10/01/12          | 10/07/12        | -----S                   | 1                 |                       | \$1,500.00      |               | 0.00                    |            |             |      |      |        |             |
| Week:                                |           | 10/08/12          | 10/14/12        | -----                    | 0                 |                       | \$0.00          |               | 0.00                    |            |             |      |      |        |             |
| Week:                                |           | 10/15/12          | 10/21/12        | -----S                   | 1                 |                       | \$1,500.00      |               | 0.00                    |            |             |      |      |        |             |
| Week:                                |           | 10/22/12          | 10/28/12        | -----S                   | 1                 |                       | \$1,500.00      |               | 0.00                    |            |             |      |      |        |             |
| Week:                                |           | 10/29/12          | 11/04/12        | -----S                   | 1                 |                       | \$1,500.00      |               | 0.00                    |            |             |      |      |        |             |
| Week:                                |           | 11/05/12          | 11/11/12        | -----                    | 0                 |                       | \$0.00          |               | 0.00                    |            |             |      |      |        |             |
| 37                                   | WCPO      | 10/16/12          | 11/05/12        | M-F 1135p-1202a Nightlir | CM                | 1135p-1202a           | MTWTF--         | :30           | 2                       | \$1,500.00 | P-2         | 0.00 | NM   | 4      | \$6,000.00  |
|                                      |           |                   |                 | M-F 1135p-1202a Nightlir |                   |                       |                 |               |                         |            |             |      |      |        |             |
|                                      |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |      |        |             |
| Week:                                |           | 10/15/12          | 10/21/12        | -----                    | 0                 |                       | \$0.00          |               | 0.00                    |            |             |      |      |        |             |
| Week:                                |           | 10/22/12          | 10/28/12        | -TWTF--                  | 2                 |                       | \$1,500.00      |               | 0.00                    |            |             |      |      |        |             |
| Week:                                |           | 10/29/12          | 11/04/12        | -TWTF--                  | 2                 |                       | \$1,500.00      |               | 0.00                    |            |             |      |      |        |             |
| Week:                                |           | 11/05/12          | 11/11/12        | -----                    | 0                 |                       | \$0.00          |               | 0.00                    |            |             |      |      |        |             |
| 38                                   | WCPO      | 10/02/12          | 11/06/12        | SU 1135p-1235a           | CM                | SU 1135p-1235a        | -----S          | :30           | 1                       | \$425.00   | P-2         | 0.00 | NM   | 5      | \$2,125.00  |
|                                      |           |                   |                 | SU 1135p-1235a           |                   |                       |                 |               |                         |            |             |      |      |        |             |
|                                      |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u>           |            |             |      |      |        |             |



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Contract / Revision **302962** Flight Dates **10/02/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser **DSCC IE**

Product **Issue. DSCC IE 10.2.12-11.6.12 OH**

Estimate #

**1370 - 10.2-11.6.12 OH**

|       |      |                   |                 |                 |       |                |        |     |                   |             |     |               |      | Totals |            |              |
|-------|------|-------------------|-----------------|-----------------|-------|----------------|--------|-----|-------------------|-------------|-----|---------------|------|--------|------------|--------------|
| Ln    | Ch   | Start             | End             | Inventory Code  | Break | Start/End Time | Days   | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots  | Amount     |              |
| 38    | WCPO | 10/02/12          | 11/06/12        | SU 1135p-1235a  | CM    | SU 1135p-1235a | -----S | :30 | 1                 | \$425.00    | P-2 | 0.00          | NM   | 5      | \$2,125.00 |              |
|       |      |                   |                 | SU 1135p-1235a  |       |                |        |     |                   |             |     |               |      |        |            |              |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       |                |        |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |              |
| Week: |      | 10/01/12          | 10/07/12        | -----S          |       |                |        |     | 1                 | \$425.00    |     | 0.00          |      |        |            |              |
| Week: |      | 10/08/12          | 10/14/12        | -----S          |       |                |        |     | 1                 | \$425.00    |     | 0.00          |      |        |            |              |
| Week: |      | 10/15/12          | 10/21/12        | -----S          |       |                |        |     | 1                 | \$425.00    |     | 0.00          |      |        |            |              |
| Week: |      | 10/22/12          | 10/28/12        | -----S          |       |                |        |     | 1                 | \$425.00    |     | 0.00          |      |        |            |              |
| Week: |      | 10/29/12          | 11/04/12        | -----S          |       |                |        |     | 1                 | \$425.00    |     | 0.00          |      |        |            |              |
| Week: |      | 11/05/12          | 11/11/12        | -----           |       |                |        |     | 0                 | \$0.00      |     | 0.00          |      |        |            |              |
|       |      |                   |                 |                 |       |                |        |     |                   |             |     |               |      | Totals | 229        | \$228,600.00 |